

In the claims:

Presented below are the claims, as amended, with changes entered and not marked.

- 1 21. (New) A method comprising:
2 receiving advertising information for an item along with a broadcast of a program;
3 displaying an advertising mark for the item on a display along with a scene of the
4 broadcasted program;
5 displaying the received advertising information on the display upon selection of
6 the advertising mark by a viewer; and
7 storing the displayed advertising information upon selection by a viewer.
1 22. (New) The method of claim 21, further comprising storing advertising
2 information for the item for a specified period of time after a corresponding broadcasted
3 program ends.
1 23. (New) The method of claim 21, wherein storing comprises storing the
2 displayed advertising information on a smart card.
1 24. (New) The method of claim 23, further comprising storing information on
2 the smart card regarding an associated broadcast of a program in association with the
3 displayed advertising information.
1 25. (New) The method of claim 23, wherein storing the displayed advertising
2 information on the smart card comprises storing a coupon for the item on the smart card.
1 26. (New) The method of claim 21, further comprising, printing a coupon
2 upon selection by a viewer and after displaying the received advertising information.

1 (P) 27. (New) The method of claim 21, wherein the displayed advertising mark
2 comprises an indicator for a plurality of items for which advertising information is
3 available, and wherein the indicator is representative of the item to which the indicator
4 corresponds.

1 28. (New) The method of claim 27, further comprising storing a coupon for a
2 selected one of the plurality of items on a smart card upon selection by a viewer.

1 29. (New) The method of claim 21, wherein the displayed advertising mark is
2 superimposed over a broadcast of a program on the display.

1 30. (New) The method of claim 21, wherein the item is in the displayed scene
2 and wherein the displayed advertising mark comprises an indicator of the item in the
3 displayed scene.

1 31. (New) The method of claim 21, further comprising recalling the stored
2 displayed advertising information and displaying it at a time that is different from a
3 display time of a scene in which an advertised item appears.

1 32. (New) The method of claim 21, wherein displaying the advertising
2 information comprises displaying the advertising information on a portion of the display
3 along with the broadcast of a program.

1 33. (New) The method of claim 21, further comprising receiving a request
2 from the viewer for electronically ordering the item using the advertising information.

1 34. (New) The method of claim 21, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the
3 method further comprising storing a coupon portion of the displayed advertising
4 information on a smart card only upon satisfaction of the condition precedent.

1 35. (New) The method of Claim 23, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the
3 method further comprising reading a coupon portion of the displayed advertising
4 information from the smart card only upon satisfaction of the condition precedent.

1 36. (New) A machine-readable medium having stored thereon data
2 representing sequences of instructions which, when executed by a machine, cause the
3 machine to perform operations comprising:
4 receiving advertising information for an item along with a broadcast of a program;
5 displaying an advertising mark for the item on a display along with a scene of the
6 broadcasted program;
7 displaying the received advertising information on the display upon selection of
8 the advertising mark by a viewer; and
9 storing the displayed advertising information upon selection by a viewer.

1 37. (New) The medium of claim 36, wherein the instructions further comprise
2 instructions which, when executed by the machine, cause the machine to perform further
3 operations comprising storing advertising information for the item for a specified period
4 of time after a corresponding broadcasted program ends.

1 38. (New) The medium of claim 36, wherein the instructions further comprise
2 instructions which, when executed by the machine, cause the machine to perform further
3 operations comprising storing information on a smart card regarding an associated
4 broadcast of a program in association with the displayed advertising information.

1 39. (New) The medium of claim 36, wherein the instructions for storing the
2 displayed advertising information on the smart card comprise further instructions which,

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- 3 when executed by the machine, cause the machine to perform further operations
4 comprising storing a coupon for the item on the smart card.

1 40. (New) The medium of claim 36, wherein the displayed advertising mark
2 comprises an indicator for a plurality of items for which advertising information is
3 available, and wherein the indicator is representative of the item to which the indicator
4 corresponds.

1 41. (New) The medium of claim 36, wherein the displayed advertising mark is
2 superimposed over a broadcast of a program on the display.

1 42. (New) The medium of claim 36, wherein the item is in the displayed scene
2 and wherein the displayed advertising mark comprises an indicator of the item in the
3 displayed scene.

1 43. (New) The medium of claim 36, wherein the instructions further comprise
2 instructions which, when executed by the machine, cause the machine to perform further
3 operations comprising recalling the stored displayed advertising information and
4 displaying it at a time that is different from a display time of a scene in which an
5 advertised item appears.

1 44. (New) The medium of claim 36, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the
3 instructions further comprising instructions which, when executed by the machine, cause
4 the machine to perform further operations comprising storing a coupon portion of the
5 displayed advertising information on a smart card only upon satisfaction of the condition
6 precedent.

1 45. (New) An apparatus comprising:

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2 means for receiving advertising information for an item along with a broadcast of
3 a program;
4 means for displaying an advertising mark for the item on a display along with a
5 scene of the broadcasted program;
6 means for displaying the received advertising information on the display upon
7 selection of the advertising mark by a viewer; and
8 means for storing the displayed advertising information upon selection by a
9 viewer.

1 46. (New) The apparatus of claim 45, further comprising means for storing
2 advertising information for the item for a specified period of time after a corresponding
3 broadcasted program ends.

1 47. (New) The apparatus of claim 45, wherein the means for storing the
2 displayed advertising information comprises means for storing a coupon for the item on
3 the smart card.

1 48. (New) The apparatus of claim 45, further comprising means for storing a
2 coupon for a selected one of a plurality of items on a smart card upon selection by a
3 viewer.

1 49. (New) The apparatus of claim 45, wherein the means for displaying the
2 advertising information comprises means for displaying the advertising information on a
3 portion of the display along with the broadcast of a program.

1 50. (New) The apparatus of claim 45, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the

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3 apparatus further comprising means for storing a coupon portion of the displayed
4 advertising information on a smart card only upon satisfaction of the condition precedent.

1 51. (New) The apparatus of Claim 45, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, the
3 apparatus further comprising means for storing a coupon for the item on a smart card and
4 means for reading a coupon portion of the displayed advertising information from the
5 smart card only upon satisfaction of the condition precedent.

1 52. (New) A receiver system comprising:
2 a storage device having stored therein an advertising routine for the reception,
3 display and storage of advertising marks and associated program broadcasts and
4 a processor coupled to the storage device for executing the advertising routine by:
5 receiving advertising information for an item along with a broadcast of a program;
6 displaying an advertising mark for the item on a display along with a scene of the
7 broadcasted program;
8 displaying the received advertising information on the display upon selection of
9 the advertising mark by a viewer; and
10 storing the displayed advertising information upon selection by a viewer.

1 53. (New) The system of claim 52, wherein the processor further executes the
2 routine by storing information on the smart card regarding an associated broadcast of a
3 program in association with the displayed advertising information.

1 54. (New) The system of claim 52, wherein the processor further executes the
2 routine by storing the displayed advertising information by storing a coupon for the item
3 on a smart card.

1 *(A)* 55. (New) The system of claim 52, wherein the processor further executes the
2 routine by printing a coupon upon selection by a viewer and after displaying the received
3 advertising information.

1 56. (New) The system of claim 52, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, and
3 wherein the processor further executes the routine by storing a coupon portion of the
4 displayed advertising information on a smart card only upon satisfaction of the condition
5 precedent.

1 57. (New) The system of Claim 52, wherein the advertising information
2 comprises a coupon that is redeemable upon satisfaction of a condition precedent, and
3 wherein the processor further executes the routine by reading a coupon portion of the
4 displayed advertising information from the smart card only upon satisfaction of the
5 condition precedent.